



# TEXAS HOLD'EM

## 2009 HANDBOOK

Thank you for participating. Those that have participated before, welcome back. Those that are new to the program, welcome. Please read this handbook completely, there have been some changes. This handbook contains all program requirements for Texas Hold'em.

**PURPOSE:** To help MWR host facilities generate revenue. This program is designed to create tools for managers to build business by delivering on going programming and keep your customers coming back beyond the promotion period. There are ideas, suggestions and requirements in this handbook to help you meet these goals.

This third year program without a doubt is the most successful at locations that use the tools provided and communicate issues and problems as they arise with the FMWRC POC.

### CONTACTS:

#### FMWRC POC

Doriann Fengler  
FMWRC Marketing Events  
4700 King Street  
Alexandria VA, 22302  
(703)428-6089

[Doriann.fengler@us.army.mil](mailto:Doriann.fengler@us.army.mil)

#### SPONSORSHIP POC

Gabriele Drechsel  
FMWRC Marketing Sponsorship  
4700 King Street  
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For timely responses please send all e-mail correspondence with the following subject line:

Texas Hold'em (Installation Name)

**DESCRIPTION:** This event will mimic the famous 'World Series of Poker' format of competition, widely recognized as the world championship of the game.

- Takes place over one weekend.
- **Installations have the option of adding a second weekend if they have so many participants the elimination process can't take place over a single weekend.**
- Installations must choose a date between **Jan 15 – Mar 16.**
- The event is an eliminator tournament.
- There are multiple rounds.

- The number of participants will determine the number of rounds and/or days of the tournament at your location.
  - For example: a large installation may have 400 people sign up. You may setup your tournament to start on Thursday night with 200 players and 50 move forward to play on Saturday night; Friday the second group of 200 players play and 50 move forward to play on Saturday. Saturday, round two, you have 100 players. You determine a winner on Saturday or you can have 32 move forward to Sunday and determine your winner on Sunday.
- FMWRC funded prizes will be awarded to the installation top 3 players.
- The installation winner will play in the online finals and win a chance at the grand prize.
- The finals will be an on-line tournament hosted by FMWRC on or around 15 April.
- The final eight players of the on-line finals will be awarded prizes.

### IMPORTANT DATES AND DEADLINES:

FMWRC DEADLINES				
Responsible Party	Description	Delivery method	Due Date	Check
FMWRC POC	Event Kits Shipped	Federal Express to most locations, US postal service where necessary	22 NOV	
FMWRC POC	Event Kit Packing List	In event kit box and it will be e-mailed to POCs	22 NOV	
FMWRC POC	Gift Cards, Disc with radio spot and DIY DISC	Federal Express to most locations, US postal service where necessary	12 DEC	
FMWRC POC	Event Handbook	In event kit box and posted on <a href="http://www.mwrpromotions.org">www.mwrpromotions.org</a>	22 NOV	
FMWRC POC	After Action Report	Posted on mwrpromotions.org website	31 DEC	
FMWRC POC	On-line test schedule On-line finals schedule	Posted on <a href="http://www.mwrpromotions.org">www.mwrpromotions.org</a> e-mailed to POC	15 JAN	
FMWRC POC	On-line finals directions	Posted on <a href="http://www.mwrpromotions.org">www.mwrpromotions.org</a> e-mailed to POC	3 APR	
FMWRC	Event recap to the regions and the installations	Via e-mail	1 MAY	
INSTALLATION DEADLINES				
Installation POC	Confirm event date and time. Submit via email to FMWRC.	Email to <a href="mailto:Doriann.fengler@us.army.mil">Doriann.fengler@us.army.mil</a>	3 JAN	
Installation POC	All local web ads posted and link to event details sent to FMWRC.	Email to <a href="mailto:Doriann.fengler@us.army.mil">Doriann.fengler@us.army.mil</a>	3 JAN	
Installation POC	Submit Installation winners form	E-mail to <a href="mailto:Doriann.fengler@us.army.mil">Doriann.fengler@us.army.mil</a>	No more then 5 days after	

	(completed).	or Faxed to:	installation event	
Installation POC	Gift card receipt form	Email to <a href="mailto:Doriann.fengler@us.army.mil">Doriann.fengler@us.army.mil</a> or faxed to:	No more then 5 days after installation event	
Installation POC	Event After Action Report Part I	Entered on the web. Link found at <a href="http://www.mwrpromotions.org">www.mwrpromotions.org</a>	30 MAR	
Installation POC	Event After Action Report Part II	E-mail to <a href="mailto:Doriann.fengler@us.army.mil">Doriann.fengler@us.army.mil</a> Mail: FMWRC-ME Attn: Holdem Promotion 7701 Telegraph Road Casey Building 2594 Room 151A Alexandria, VA 22315 (703)428-6089	30 MAR	

**ELIGIBILITY:** You must be at least 18 years of age to participate. The event is open to all authorized MWR patrons. This event is open to all authorized MWR patrons (military active duty personnel, reservists, guards, retirees, DOD civilians with valid military government identification cards and their immediate family members and guests of the aforementioned) except MWR employees (see official rules for details). Installations have the right to change this to 21 years of age if required by their legal office. We recommend keeping it at 18. You will loose a good portion of our customers if we don't allow 18-21 year olds play.

**DEALERS:** Dealers can be a challenge. Please consider training your staff or getting volunteers before you consider hiring dealers. The goal is to generate more then the event costs to run.

#### **REGISTRATION/DINNER FEE:**

Please note that the purpose of this event is to generate revenue for our facilities, while offering great programming. Policy guidance on casino games can be referenced at AR 215-1 ch. 8 paragraph 14; the following recommendations will keep your program within acceptable boundaries.

You have two options:

1. Charge a dinner fee. The price can be determined by the installation to cover dinner/meal and non-alcoholic drinks provided during the tournament, as well as to offset the cost of prizes. Round one registration fee must be paid at registration (in advance). No-shows will not receive a refund. As players move forward to the next round, they should be required to pay an additional fee to cover the cost of the meals for the second day.

**NO PURCHASE NECESSRY: We must offer a “no purchase necessary” option.**

This will be written in the official rules, with directions on how an individual can

participate and not pay an entry fee. If an individual would like to play and not eat the food and beverage provided for the fee they can do so by following these rules:

- Send an e-mail to [mwrpromotions@conus.army.mil](mailto:mwrpromotions@conus.army.mil)
- Contestant must provide their name, the name of the installation and the date of the event. The e-mail must be received 3 days prior to the event so we can coordinate with the installation.
- Contestant must bring a copy of the e-mail response of the FMWRC POC to the event
- Contestant must follow installation rules for registration.

The FMWRC POC will notify the POCs at the installation and give the installation POCs name to the requesting customer. The customer will be asked to print out a copy of the e-mail response from FMWRC and present it to installation event coordinator when signing up for the event. They still need to follow the installations rules to register for the event. If there is anyone on the installation that chooses this option, you may have to band (wrist band) the participants that paid for the meal.

2. If you do not charge a fee, sell food and beverages. Offer specials that entice people to eat and drink. Schedule the tournament to include a dinner or lunch break.

**PRIZES:** Prizes will not exceed 90% of ticket sales after operating expenses have been deducted. Prizes may consist of products, gift certificates, or other items, but will not include cash.

FMWRC supplied installation prizes (LIST A)

- 1<sup>st</sup> Place - \$500 Gift Card and a seat at the on-line finals tournament
- 2<sup>nd</sup> Place - iTouch
- 3<sup>rd</sup> Place - \$100 Gift Card

FMWRC supplied Finals On-line Tournament Prizes (LIST B)

- 1<sup>st</sup> Place - 42" Home Theater System (42" Flat Panel TV and a Bose Home Theater Sound System) and a CUSTOM made Tournament Bracelet
- 2<sup>nd</sup> Place - MacBook Air
- 3<sup>rd</sup> Place - \$750 Gas card
- 4<sup>th</sup> Place - BOSE Wave
- 5<sup>th</sup> Place - \$500 Gas card
- 6<sup>th</sup> Place - \$250 Gas card
- 7<sup>th</sup> Place - iTouch
- 8<sup>th</sup> Place - iTouch

#### **FMWRC WILL PROVIDE:**

\*The only exception to this list is installations that participated in past FMWRC Texas Hold'em events will not receive a set of chips as you have the chips from last year's event cards and software.

- A Project Officer to answer questions and provide installation support
- Prizes for local tournament (3 prizes see list A)
- Prizes for the Finals on-line tournament (8 prizes see list B)
- Custom printed poker chips\* (these must be retained for future tournaments)
- Dealer and Blind buttons

- 24 Decks of Plastic Playing Cards
- Dealer Training Video
- Tournament Director Software\* (Software will need to be downloaded from website. FMWRC POC will supply you with a password to access software)
- (10) 24" x 36" Full color posters
- (15) 18" x 24" Full color posters
- (1) Banner
- Items posted on the [www.mwrpromotions.org](http://www.mwrpromotions.org) site:
  - Roberts Rules of Poker
  - After Action Report Template (AAR)
- Artwork Resources (Supplied on a CD shipped with the gift cards and also posted on [www.mwrpromotions.org](http://www.mwrpromotions.org)):
  - Event Logo
  - Official Rules Poster
  - Tournament Rules Poster
  - Web banner
  - Template for ads
  - Winners form
  - Gift card receipt form

**INSTALLATION REQUIREMENT: Refer to list of deadlines above for due dates.**

- Participating installations must coordinate the events package through their SJA office. This must be done each year as local laws may have changed.
- Supply event date and time information to FMWRC POC.
- Must host this event in an MWR FOOD AND BEVERAGE facility or have an MWR food and beverage facility sell food and beverage.
- Track all financial information.
- Follow all FMWRC rules. A copy of the official rules will be posted on the [www.mwrpromotions.com](http://www.mwrpromotions.com) and .org sites. You will receive official rules posters to post in your facility.
- Support all sponsor requirements. (See section on sponsorship requirements)
- Contact FMWRC with any questions regarding event rules.
- Post official rules in the facility hosting the event to include list of prizes.
- Post the blind schedule.
- Supply FMWRC POC with winners contact information immediately following your event (within 5 days). Artwork for form will be supplied.
  - Name
  - Phone number
  - E-mail address
- Coordinate between the winner and the POC at FMWRC to ensure the winner has all required information and access to compete in the on-line finals.
  - Ensure winner receives all instructions and information on finals.
  - Ensure the winner has access to a computer that can access the site. This might take some coordination with your DOIM.
  - Ensure the winner knows when the practice sessions are and when the tournament is scheduled.

- Installation POC must have someone participate in the on-line test of access to the final competition. Test will be held in late March/early April timeframe.
- Submit a complete After Action Report (AAR) to FMWRC POC due no later than **30 March**
  - **Part 1 of AAR**
    - On-line at [www.mwrpromotions.org](http://www.mwrpromotions.org)
  - **Part 2 of AAR** – Must be Federal Expressed or mailed
  - Include photos of your event, people participating, and locations of your marketing materials. Please photograph where you hung your banners and posters. Make sure you get anything that has to do with the sponsor captured in your AAR
  - Additional advertising or POS
  - A copy of your marketing plan
  - A description and photos of anything you did to enhance your event.

Ship to:           Doriann Fengler  
                       FMWRC Marketing Events Division  
                       7701 Telegraph Road  
                       Casey Building 2594  
                       Room 151A  
                       Alexandria, VA 22315  
                       (703)428-6089

## **SPONSOR REQUIREMENTS:**

Sponsor is DIY network. They are promoting the show MANCAVE. The sponsorship agreement has funded the grand prize package for the 2009 Texas Hold 'em program. Participation in this promotion requires your support of the following sponsor benefits.

January 25, 2009 is the airing of the USO Troops version of MANCAVE  
 On that date you are required to do one of the following:

1. Run your tournament
2. Host a Hold'em practice night to promote your tournament
3. Host a learn to play Texas Hold'em night to promote your tournament
4. Invite people to reserve a table to play Texas Hold'em or whatever cards they may want to play in your facility. You supply the cards, chips and locations.
  - a. Try creating a package deal – Chips, cards table, a tray of buffalo wing and a bucket of beer for the table chips, pretzels and nuts for a flat fee.
  - b. Offer a combo Tex-Mex special

Whichever you choose you must air the MANCAVE USO TROOPS show on DIY in your facility on your TV. (Please take pictures of this event)

## **DURING YOUR TOURNAMENT:**

In the Package that the gift cards come in will be a DVD of the DIY Man Caves Show and Cool Tools shows. Please have a TV set up playing this DVD during your event. Here are some suggestions:

- Make sure it is an area that will capture people's attention.
- Don't set it up in a place that will annoy or distract players as they play.

- If you serve a meal make sure the players can see the set while they are eating.
- Set-TV at the Bar so players can watch as they break and get a beverage
- Set- TV have a “losers area” for people to play cards as they fall out of the tournament

The important thing is to give the sponsor great exposure.

The sponsor may attend one or more of the installation events. Event dates must be submitted to FMWRC POC by the deadline in order to meet sponsorship requirements.

### **Recommendations and ideas from successful locations:**

#### **Revenue Generating Ideas:**

- Build your own poker table tops (or buy them) rent them out after the tournament to recoup the money.
- Host practice nights and learn how to play Texas Hold'em nights on the weeks building up to the tournament. You will bring people into your facility at times they wouldn't normally be there. There are people that don't know how to play Texas Hold'em (Shocking isn't it), but would if they could learn. SELL FOOD AND BEVERAGES
- Don't put a cap on how many people can join the tournament. If you do, you're putting a cap on your profits. Turn the tournament into a multi-day event increase your sales for the same event costs (excluding any added labor you may have).

#### **Time saving tips:**

When hosting multiple day tournaments. Have someone witness the counting of the chips with the owner of the chips. Put chips in a paper bag. Seal bag and have chip owner sign over the seams so it can't be tampered with without you knowing. This makes starting up the next day quick and easy.

#### **Volunteers:**

In our test run a few of the installations used volunteers. On your registration form advertise for dealer volunteers and offer an incentive. Have a volunteer night where you play and train the volunteers on; how the tournament will be run, the rules of the game, and their role as a dealer during the event. Offer some snacks and make it a fun evening. Dealers can participate as a contestant. As a dealer falls out, have them relieve those that are dealing who are still in the game.

FMWRC POC is Doriann Fengler contact information: 703-428-6089 Fax: 703-428-6133; [Doriann.fengler@us.army.mil](mailto:Doriann.fengler@us.army.mil); FMWRC – Marketing Events Division 4700 Kings Street – 5<sup>th</sup> Floor, Alexandria, VA 22302.